

Checklist, Draft Essay #1:

1. Did you create a title that is germane to the topic, as well as informative and entertaining? Would you want to read an essay with this title?
2. Does your introduction flow from the title, and invite the reader into your essay? Do you provide the reader with a sense of why your topic is important ("motive"), and what you're going to argue in the essay ("thesis")?
3. What is your attitude toward your reader(s)? How are you positioning yourself toward your audience? Do you see yourself in the "expert" role at a distance from your readership, or as a knowledgeable member of the audience? How does your use of language and style convey this attitude ("stance")?
4. Does your evidence from the advertisement support your argument?
5. Does your argument drive the organization of your essay? Are sub-ideas presented in a logical manner?
6. Are the terms of your argument explained clearly (e.g. the "masculine mystique", "technological optimism") so that the reader can fully comprehend your argument?
7. Does your conclusion (a) review your argument and/or (b) suggest further ways to explore this topic or address unresolved questions?